

5.7 Handout

Fundamentals of good
Twitter headlines, 4 U's

Fundamentals of Good Twitter Headlines

How do you write a great Twitter headline?

It's all about using the right words in a limited space, working toward goals you want to accomplish, and using the Twitter platform to your



What should you write?

Consider some of these approaches to appeal to your Twitter audience:

- **Use action words.** With limited space, use commands to tell people what to do. Start the tweet with a command: Save..., Register now..., Watch this...

- **Ask a question.** Appeal to the need that your link can help provide.

- **Promise transformation.** Promise a meaningful kind of change that's possible if people check out your link. This info will “change how you” do this action, or “wait til you” try this new product or process.

- **Ask for a Retweet or Share.** Use the platform to your advantage. Call on your followers to help you out. Add phrases like “If you agree” to let people know you care about their opinion too.



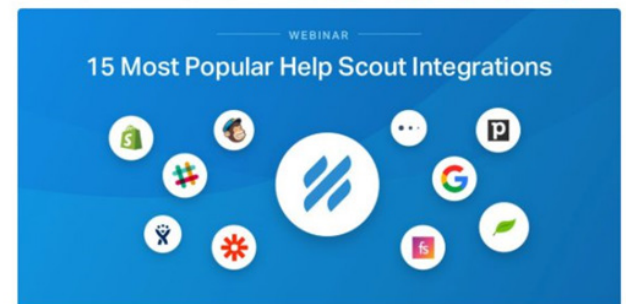
Following

Couldn't attend #LitmusLive in person? Here's a recap (thanks, Twitter!) bit.ly/2uDNyJC



Following

Tune in on 8/10 to learn about how to use Zapier with @helpscout & other integrations to supercharge your #HelpDesk zpr.io/PvxEJ



How could you use the Twitter platform to your advantage?

- **Write something concise and powerful:**

Some recommend using 70 to 100 characters; others say more. Find the balance between “short enough to read very quickly” and “long enough to communicate the most important details”.

- **Put your link at the end:** Load up the front of your tweet with the valuable copy and tack the link onto the end.

- **Include a #hashtag.** Hashtags provide a visual boost and can help people find your tweet when the click or search for the hashtag on their own.

- **Include @ mentions.** Add an @mention of relevant people or profiles included in your Headline. Ex. “Top 10 Reasons @playstation Will Win 2018”.

- **Include a picture.** Grab attention AND provide context. Choose or create a picture that supports the headline. A good option: use a pic of your product or from your landing page. Or find something that's fun to draw the reader in.

Rev @rev · Feb 12
Get your Vimeo videos captioned for just \$1/minute. Same-day delivery. 99%+ accuracy. 3,100+ 5-star reviews. Join the 100,000 customers that use Rev: rev.com/caption



The Hill @thehill · 17h
JUST IN: Trump calls Sessions “Mr. Magoo”: report hill.cm/69809Jf



Ultimately,

when writing your Twitter headline, there's an approach called the 4 U's that can help as well make your Twitter headlines:

- **Useful** - provide value
- **Urgent** - make it relevant right NOW
- **Unique** - give it an angle, don't just mirror everything else you see, and
- **Ultra-Specific** - give it clarity and focus so the point is undeniable.

If you can add those 4 attributes to your Twitter headline, it'll have great appeal for your desired audience.